

REFERENCE

APR 18 1940

(YOUR LETTERHEAD HERE)

MEMO TO: ALL BLACKHAWK WRENCH DISTRIBUTORS.

FROM: BLACKHAWK MFG. COMPANY, MILWAUKEE, WIS.

DATE: March 1, 1940.

SUBJECT: FREE SALES AIDS ON WRENCH TRADE-IN DEAL!

You already have basic details on the nation-wide Wrench Trade-in Deal, announced by our general mailing dated February 28th--NOW FOR THE HIGH EXPLOSIVES that make this campaign spell BUSINESS for you!

Honestly, this is the biggest single merchandising program in our history, and we want to make it just that FOR YOU, TOO! It doesn't need a build up--you probably have already set the ball a-rolling since reading the announcement. So we'll jump right into the essentials.

FREE 4-PAGE LETTERHEADS -- For direct mail to your customers, especially to car dealers who will help their mechanics own 100 DD sets and dress up the back shop. We'll imprint your company name and address (all the dope that's on your regular letterhead). This 4-page sheet is what today's message is written on--the inside reproduces the ad that's broadcasting the startling news from spreads in all the big magazines.

(It's a mighty good idea to tie YOUR name up with the national advertising, which will be seen by hundreds in your territory.)

FREE NEWSPAPERS -- Hire someone, or have your salesmen peddle them to mechanics in every shop. A sample is enclosed with big, screaming headlines that will jolt any mechanic into asking questions. Be sure to have a stack on the counter.

FREE STORE BANNERS -- assorted colors--seven different commanding sales messages--for windows, counters, rafters and light cords. Hang them up everywhere for real activity in the store. A sample of one of these banners is attached.

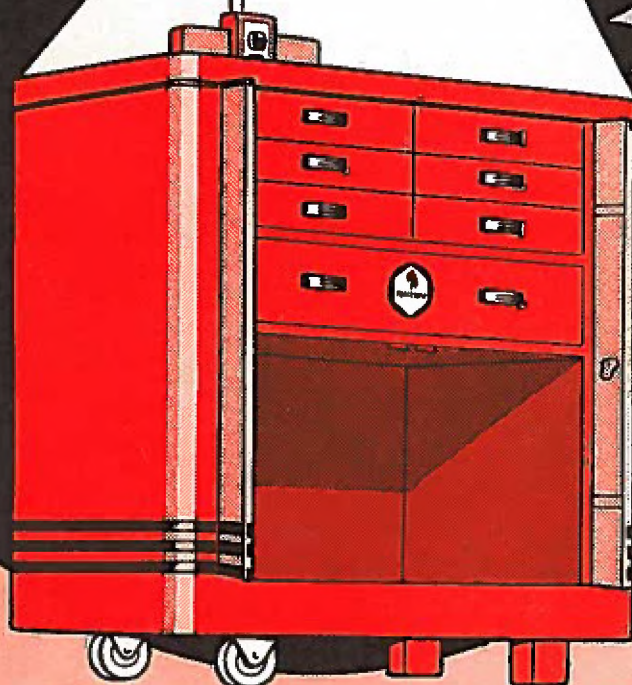
FREE NEWSPAPER MATS AND PUBLICITY MATERIAL -- for your own advertising in local papers. The "mat" reproduces a human-interest

(Turn to back page, please)

Now

CASH IN

\$25.00
for your
present
wrenches
(TOWARD 100.00)



BLACKHAWK the Benefits

Never before such a value! Now every mechanic can own the amazing NUGGET Wrenches. Speed up your work — boost up your earning power. Beauties to look at — thrillers to work with. And

OWN THIS WRENCH-BENCH!



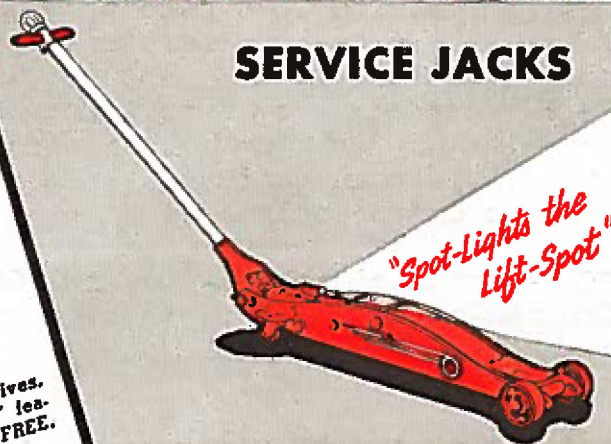
- Adjustable Work Light.
- Two Electric Outlets.
- Solid Steel Work-Top reinforced for vise.
- Handle Bar for Easy Dollying.
- 6 Small Drawers, 1 Large Drawer.
- Disappearing Doors.
- Tumbler Lock.
- Free Nameplate.
- Tail Skids for Rigidity.
- Rubber Tired Wheels.
- PLUS 87 WRENCHES!

100DD Set Contains Master Tool Assortment

- | | |
|---|--|
| 12 Midget Sockets and Handles. | 9 Heavy-Duty Sockets, 1-1/8" to 2". |
| 6 Miniature Half-and-Halves, 7/32" to 3/8". | 3 Heavy-Duty Handles. |
| 14 Nugget Regular Sockets, 5/16" to 1-1/16". | 3 Double-Offset Short Box-types, 3/8" to 11/16". |
| 6 Nugget Double-Square Sockets, 3/8" to 3/4". | 3 Double-Offset Long Box-types, 3/4" to 1". |
| 8 Nugget Long Deep Sockets, 1/2" to 1-1/8". | 6 Tappet Wrenches, 1/2" to 7/8". |
| 3 Nugget Universal Joint Sockets, 1/2" to 5/8". | 6 Hexite Open-Ends, 5/16" to 1". |
| 8 Nugget Handles, Ratchet, Extension, etc. | 87 Modern Workin' Tools—Total! |

SEE YOUR JOBBER SALESMAN NOW—THIS OFFER FOR

SERVICE JACKS



"Spot-Lights the
Lift-Spot"

Seven dependable models — exclusive features for extra service—built-in spotlight—positive safety handle lock — PLUS all the original Blackhawk features which have set the standards of service jack design since 1931. Lightning Lift (double automatic pump), extreme lifting range, finger-tilt control, enclosed mechanism, "battleship" frame and side plates. NEW S-18, 2 ton, only \$39.50 (slightly higher in West and Canada). Has 3 Position Handle Adjustment—Safety Release Lock — Spotlight — See it at your Jobber's.

Hot Spot of the MONTH



Torkflash Tension Wrench—already bought by more than 10,000 mechanics. Light weight—small head—EXCLUSIVE Flash Signal — 5 in 1 scale.

ONLY \$9.60

net to mechanics
Choice of 1/2" or 7/16" drives.
with exclusive "LOCK-ON" feature. Beautiful bakelite box FREE.

BLACKHAWK

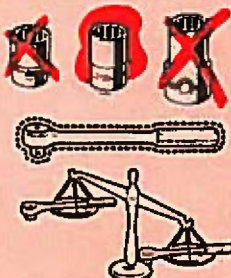
YOUR OLD WRENCHES!

Announces Nation-Wide Trade-in Deal . . . You Get ALL of Famous NUGGET Wrenches without Junking Present Tools!

best of all — you don't scrap your present wrenches. Turn them in on the sensational 100DD set — and get \$25 allowance! It's the deal of a lifetime. Act NOW — see your Blackhawk Jobber Salesman!

A Product of BLACKHAWK MFG. CO.
Dept. M130 Milwaukee, Wis.

NUGGETS' AMAZING STORY



First and only wrenches with famous Double-Duty 7/16" drive! NUGGETS double your dollars by eliminating the costly duplication of handles and sockets in 3/8" and 1/2" sets. 7/16" square drive gives you in one set all the socket sizes and handles you need. All handles and sockets fully interchangeable — no fumbling around trying to fit a 3/8" socket on 1/2" drive handle. Finished in durable chromium — light and trim to handle — made of famous Blackhawk Hexite steels. Have exclusive Blackhawk "LOCK-ON" feature. Nuggets give you the toughest, workin'est babies you ever got your mits on.

NUGGETS Save You 42% On Wrench Costs

Figure it out yourself — subtract the price of Nuggets from the total cost of handles and sockets in both 3/8" and 1/2" sizes required to duplicate Nuggets' range — and the big saving is YOURS.

Thousands of Mechanics Already Using NUGGETS!

Now Here's the Opportunity of Your Life!

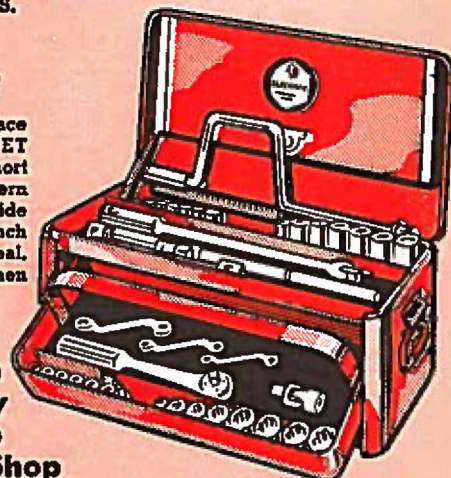
A positive sensation—with smart mechanics everywhere going NUGGETS all the way! Ask these boys what they think of NUGGETS — and you'll get the greatest wrench story you ever heard — "less chasing around for handles and sockets — getting more and better work done — and more money on pay-day."

TRADE-IN DEAL Only On 100DD and 35B Sets

Two special streamlined assortments created by Blackhawk to give you all the advantages of NUGGETS. Sensational deals that make ownership easy for you! \$25 allowance for old wrenches toward 100DD . . . \$5.00 allowance toward 35B.

35B NUGGET SET

A compact set of 34 wrenches replace 59 ordinary tools. Selected NUGGET sockets and handles plus needed short box types — in spanking red, modern case. Just the thing for handling wide range of jobs — and the biggest wrench value of all time on special trade-in deal. \$5.00 allowance on your old tools when you buy the 35B.



Car Dealers! Here's The Opportunity To Dress Up Your Back Shop



Today, the neat modern shop gets the business. Make your shop "service headquarters" by helping your mechanics to own NUGGETS and wrench benches. You'll be rewarded with faster, better, more profitable work—and happier customers.

LIMITED TIME ONLY!

PORTO-POWER

You're paying more than the price of a Porto-Power right along if you don't own a Porto-Power! Why lose money on tough flat rate repair jobs — why pass up nice body and frame work — why sell "klunkers" when Porto-Power will help recondition them into profitable sales? Ask your jobber salesman for a demonstration — then COLLECT Porto-Power profits by owning this vital hydraulic equipment!



HAND JACKS

20 Hydraulic Models — 1 to 75 tons capacity—all have the seal of "Service-Proved" Quality — your guarantee of dependable performance, as proved in service by truck and bus manufacturers, every leading axle and frame straightener, over a million auto, truck, industrial, construction and aeronautical users. Made by World's Largest Manufacturer of Hydraulic Equipment — Blackhawk!



"More for Your Money" **SERVICE EQUIPMENT**

cut of the 100 DD wrench set for your ad; or the local editor will want to use it with a write-up. We'll send suggested publicity with the mat, on your request.

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Catalogs on the Trade-in Deal are already being mailed to you in quantities, ALONG WITH NEW 1940 BLACKHAWK WRENCH CATALOGS ON THE ENTIRE REGULAR LINE! Watch for this important package--you will want to get them out right now.

THE ATTACHED RETURN CARD -- brings the letterheads, newspapers, banners and publicity material--just check the quantities, sign your name and shoot in the mail chute!

MOST IMPORTANT -- have 100 DD and 35 B sets on the floor for inspection and immediate delivery. We're starting shipments now on the many orders already received. Please order a substantial amount of your stocks now for real turn-over during the four-months campaign.

We're Rarin' to go -
BLACKHAWK MFG. COMPANY

Ken W. Funk

Advertising Manager

Ken W. Funk:EMH